

# The Ruxton Group

## 1996 NATIONAL RATE CARD

DALLAS  
**Observer**

Dallas, Texas

**RATE BASE:** 98,000. Audited by Verified Audit Circulation.

**CIRCULATION AREA:** Entire Dallas metropolitan area.

**PUBLICATION DATE:** Thursday. Distributed Wednesday.

**CLOSING:** Space reservations and materials: Friday, week preceding publication.

### STANDARD SIZES

Size	Cost					Dimensions
	1x	4x	8x	12x	18x	
Page	\$3643	\$2875	\$2625	\$2500	\$2375	10" wide x 12 <sup>1/2</sup> " deep
Junior Pg	\$2187	\$1875	\$1687	\$1562	\$1468	7 <sup>13/32</sup> " wide x 9 <sup>5/16</sup> " deep
1/2	\$1825	\$1656	\$1500	\$1375	\$1281	10" w x 6 <sup>3/4</sup> " or 4 <sup>7/8</sup> " w x 12 <sup>1/2</sup> " d
1/4	\$912	\$737	\$706	\$668	\$630	4 <sup>7/8</sup> " w x 6 <sup>1/4</sup> " or 2 <sup>1/2</sup> " w x 12 <sup>1/2</sup> " d

**COLUMN DEPTH:** 12 <sup>1/2</sup>"

**COLUMN WIDTH:** Two: 14 picas  
2 <sup>11/32</sup> inches

Four: 29 <sup>1/2</sup> picas  
1 <sup>7/8</sup> inches

Six: 44 <sup>1/2</sup> picas  
7 <sup>11/32</sup> inches

Eight: 60 picas  
10 inches

**COLUMNAR SIZES:** Columnar advertisements are accepted in 1/4-inch height increments.  
Cost: \$36.50 per column inch.  
Columnar rates vary with ad size and frequency.  
Please call The Ruxton Group at (312) 828-0564 for an exact quote.

**COLOR:** One Color and Black: \$380 plus space charge.

Four-Color Process: \$1147 plus space charge.

**Special Position:** There is a 25% premium for special positioning. These positions are sold on a space available basis to full-page advertisers. Color and special position charges are not discounted for frequency.

**MECHANICAL INFO:** Printed offset. Reproduction proofs or film negatives (right reading, emulsion side down) are accepted. Generally, 85-line screens are best for reproduction proofs, 100-line screens for film negatives. However, coarser halftone screens result in less dot gain on newspaper. Use discretion in selecting appropriate screen rulings for subject matter.

All rates and charges shown are commissionable. No cash discount is allowed. Advertiser and Agency shall assume full and complete responsibility and liability for the content of any advertisement submitted, printed, and published in *Dallas Observer* and shall indemnify and save The Ruxton Group and *Dallas Observer* harmless against any demands, claims or liabilities arising from the publication of such advertisement(s).

**ADDRESSES:** Send paperwork to The Ruxton Group, 1201 E. Jefferson, Phoenix, Arizona 85034.  
Send production materials to Dallas Observer, 2130 Commerce Street, Dallas, Texas 75201.

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